

**AGAINST** The University of Nottingham is a non-profit making organisation. Its diverse sources of funding help to keep it at the leading edge of research and teaching in the United Kingdom and, increasingly, overseas. Corporate funding has long been a feature of the university's balance sheet. After consultation both within and outside the university, it was agreed that the university could and should make good use of monies from British American Tobacco.

More than 100 million people around the world depend on the tobacco industry for employment. Many countries have decided to tax tobacco products to help fund housing, health, and social services. In Britain, the government collects around £8bn in tobacco tax revenues annually; it is doubtful that the current quality of social services could be maintained without these revenues.

In every country of the world tobacco companies are allowed to produce and market tobacco products. This may be wise or unwise, but it is a fact. In the United Kingdom a white paper on tobacco stated: "Government action in areas of personal choice like smoking is a difficult and sensitive issue. Tobacco is a uniquely dangerous product. If introduced today, it would not stand the remotest chance of being legal. But smoking is not against the law."<sup>1</sup> The white paper goes on to say that the government fully recognises the right of the quarter of the British population that smokes to do so and that it doesn't propose to infringe on that right.

The university has been in discussion with British American Tobacco for some time—it first approached the company in the mid-1990s for assistance in funding a poorly resourced hospital in Uganda. Unfortunately that and successive approaches failed, but eventually, in January 2000, negotiations began between the university and British American Tobacco on funding developments in the university's business school.

The university was fortunate that, some years previously, the national debate over acceptance of funds from tobacco companies had led the Committee of Vice-Chancellors and Principals (now Universities UK) to agree a joint protocol with the Cancer Research Campaign. The protocol was designed to ensure that research supported by the Cancer Research Campaign was not also funded by monies from tobacco companies. Specifically the protocol stated that the campaign would not support any institution where researchers supported by the campaign's funds would be likely to share facilities, equipment or other resources with colleagues supported by tobacco industry funding, but that "funding in a quite different faculty or school of the University is not covered by this protocol."

The university was able to meet the conditions of the protocol. The valuable collaborative medical research funded by the Cancer Research Campaign is based in the faculties of medicine and science;

the British American Tobacco funding is to go to the business school in the faculty of law and social sciences.

In dialogue with the Cancer Research Campaign during 2000, the university indicated its intention to accept a donation from British American Tobacco. It further confirmed that, in accordance with the protocol, the new International Centre for the Study of Corporate Responsibility would be organisationally, fiscally, and physically separate from the Schools of Medicine, Nursing, and Pharmaceutical Sciences. In December 2000 the university announced a £3.8m donation from British American Tobacco.

The public scrutiny of multinational companies is increasing; stakeholders are holding companies more and more accountable. Indeed the government has appointed its own minister for social responsibility. The investment in the new centre will build on the university's existing research and teaching strengths. The issue of corporate social responsibility is urgent and relevant. Specifically, the International Centre for Corporate Social Responsibility will develop world-class management education for future business leaders. We expect British American Tobacco to be just one of several companies making donations to the centre. Its funding will support a professorial appointment as director, an annual appointment of a visiting professor or scholar from the developing world, and scholarships for students of outstanding academic merit from developing countries.

The university has publicly acknowledged that people will have different views on the advisability of accepting funding from tobacco companies. These views are respected. However, in furthering the university's research—and especially research that is relevant to the world's problems today—we welcome diverse sources of funding. In years to come, few people will question the fact that the University of Nottingham accepted funds from the tobacco industry. What they will see instead will be the high quality, globally relevant input to corporate social responsibility led by the university's business school.—Colin Campbell

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editor should resign



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<sup>1</sup> Department of Health. *Smoking kills: a white paper on tobacco*. London: Stationery Office, 1998:11. (Cm4177.)

### Endpiece

#### The primary source

After a short search we found an archetype for Eric Jacobs [Kingsley Amis's biographer]. We found him in the primary source, Shakespeare, where everybody is to be found, sooner or later.

Martin Amis, *Experience*.  
London: Jonathan Cape, 2000